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SEED MARKET QUOTATIONS
Sell Modern Lawn Seed Mixtures
BE MODERN

With Merion Blue, Delta and
Newport Blue and Penn Lawn Fescue

Master Blend ®

Vaughan's Seed Co.
85 WHITE STREET
NEW YORK 13, N. Y.

Aug. 1, 1961

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NEW POLICY on PREPAYING WHOLESALE GRASS SEEDS!

On Orders of $50.00 of Grass Seed either in Straight Varieties or our own Branded Mixtures, or Bird Seeds from this list price or prices prevailing at time of shipment we will Prepay delivery within 50 miles of New York City. You may include other Vaughan's Lawn or Vaughan's Branded Products on your order to make this total.

On order of $100.00 we will prepay within 100 miles, and on orders of $300.00 within 300 miles. You may include other Vaughan's Lawn Products or Vaughan's Branded Products to make up these amounts.

On orders for less than these amounts Prices are F.O.B. New York City. Slightly higher prices charged for less than bag lots.

All Grass Seed Prices subject to market changes and will be booked at the lowest price day received.

We are always pleased to quote quantity lot buyers an F.O.B. New York City or a delivered price. Phone or wire inquiries at our expense.

Vaughan's Seed Company

ESTABLISHED 1876

85 White St., New York 13, N. Y., BArclay 7-4900

NOTE: Our Wholesale Grass Division, formerly at 18 Desbrosses Street, has been moved into our main building at 85 White Street. This will enable us to give better attention to combination orders with other Vaughan's products, and the same fast service on straight grass seed orders.

August 1, 1961

Vaughan's MASTER BLEND
Merion Formula

Once again, Vaughan's offers the finest all-around lawn grass formula ever developed . . . a blend including four new, improved grasses selected as Champions by National Turf Research

Merion Kentucky Blue Grass is a distinct variety found growing on a tee of the Merion Golf Club near Philadelphia. Its exceptional color, vigor and other advantages attracted interest and resulted in tests by experiment stations, golf clubs and private growers all over the U.S.A. Vaughan's pioneered the commercial development of this new variety, now judged superior to common Kentucky Blue Grass by most authorities. More than a million seeds of this famous variety are found in every pound of MASTER BLEND Merion Formula.

Delta and Newport Kentucky Blue Grass, known for exceptional seedling vigor. Delta and Newport varieties were added to Master Blend because they start growing more quickly than other perennial grasses and provides early cover to hold down weeds and shelter the slower-to-germinate Merion.

Pennlawn Creeping Red Fescue, a hybrid grass bred at Pennsylvania State University, was added to the Master Blend Formula because it provides thick green cover for shady places and sandy soil and shows excellent heat and disease resistance.

The result is a beautiful lawn . . . a tough lawn . . . a lawn which rolls out a green carpet under more different conditions of soil and climate and shade. No wonder Vaughan's Master Blend Merion Formula is creating a sensation from coast to coast!

OTHER Vaughan's MIXTURES FOR FALL 1961

Price on mixtures F.O.B. New York City, but prepaid on 200 lb. lots or see special prepaid offer on page 1.

VAUGHAN'S PARKS FORMULA

NOW CONTAINS MERION AND ARBORETUM BLUE GRASS, THE BLUE GRASSES DEVELOPED FOR SEEDING VIGOR AND BETTER LAWNS
USE 1 LB. TO 250 SQ. FT.

1 lb. cartons ...(Retails $1.25)..$18.75 per case of 25
3 lb cartons ...(Retails $3.60)..$34.56 per case of 16
5 lb. bags.....(Retails $5.75)..$35.00 per bale of 10

Per 100 lbs

10 and 15 lb. bags..$68.00 100 lb. lots...$65.00
50 and 25 lb. bags..$67.00 500 lb. lots...$64.00

VAUGHAN'S COLUMBIAN (GENERAL PURPOSE FORMULA)

USE 1 LB. TO 250 SQ. FT.
Especially adapted for medium shade and sandy soils.
Contains Pennlawn Creeping Red Fescue, Delta Kentucky Blue Grass, and other permanent grasses

1 lb. cartons .....(Retails $ 1.10).....$16.50 per case of 25
3 lb. cartons .....(Retails $ 3.15).....$30.24 per case of 16
5 lb. bags .....(Retails $ 5.00).....$30.50 per bale of 10

Per 100 lbs.

10 and 15 lb. bags .....$59.00 100 lb. lots $56.00
50 and 25 lb. bags .....$58.00 500 lb. lots $55.00

VAUGHAN'S DENSE SHADE FORMULA

USE 1 LB. TO 250 SQ. FT.

Composed of grasses most suited for growing in heavily shaded situations. Is also satisfactory in moderate shade. Includes Pennlawn Creeping Red Fescue.

1 lb. cartons .....(Retails $ 1.10).....$16.50 per case of 25
3 lb. cartons .....(Retails $ 3.15).....$30.24 per case of 16
5 lb. bags .....(Retails $ 5.00).....$30.50 per bale of 10

Per 100 lbs.

10 and 15 lb. bags .....$59.00 100 lb. lots $56.00
50 and 25 lb. bags .....$58.00 500 lb. lots $55.00

VAUGHAN'S "NEW IMPROVED" LONG ISLAND FORMULA

With MERION KENTUCKY BLUE

This contains the basic grasses originally recommended by the Long Island Agricultural and Technical Institute at Farmingdale. All of higher qualities than standards. With Red Top instead of Bent. Also now includes Merion Blue. Merion Blue and Mixtures with Merion have proved outstanding in official trials on Long Island. This mixture will do equally as well on shale soils of New Jersey, and in Connecticut and Westchester County.

(For Mixture without Merion Blue—see Standard Long Island on page 3.)

	Retail Prices	Dealer Price
1 lb.	$ 1.25	$18.75 per case of 25
5 lbs.	6.00	35.00 per bale of 10
25 lbs.	27.50	lots of 2 or more $16.00 each
		$60.00 per 100 lbs.

VAUGHAN'S VALU-BLEND LAWN MIXTURE

For Quick Results at a Low Price:
Contains no Timothy or Other Adulterants.

1 lb. cartons..(Retails $ .80)..$12.50 per case of 25
3 lb. cartons..(Retails $2.30)..$22.56 per case of 16
5 lb. bags ....(Retails $3.75)..$22.50 per bale of 10
25 lb. bags-$.42 per lb. 100 lbs.-$40. 500 lbs.-$195.

SPECIAL MIXTURES

If interested in lower priced formulas other than we list — or your own formulas — let us know and we will be glad to quote. Also see Grass Seed Page.

BE MODERN! *Sell Modern Lawn Seed Mixtures*

VAUGHAN'S SEED COMPANY

WHOLESALE GRASS SEED DIVISION

August 1, 1961

85 WHITE STREET, NEW YORK 13, N. Y.

PHONE
BArclay 7-4900

We quote today's values, subject to market changes, f.o.b. warehouse New York. See our Special Free Delivery on Page 1. Terms: NET CASH, no discount, subject to arrival draft on Straight Grasses and Bird Seeds. Less 2% 10 days on Vaughan's Brands of Lawn Mixtures. BAGS ARE NOT RETURNABLE • Cost of all cotton and burlap bags included in the price, basis gross for net weight. All orders are accepted with the understanding that prices in effect at that time will prevail.

NOTE — Our Wholesale Grass Seed Dept. has moved into our main building at 85 White Street. This will help us to expedite combination orders with other Vaughan's products and with usual fast service on straight grass orders.

CLOVERS and ALFALFA

	Per 100 lbs.
Red Medium, purity 99%	35.00
Alsike Extra Fancy, purity 99%	30.00
Ranger Alfalfa (certified)	40.00
Birdfoot Trefoil Imported	55.00

WHITE CLOVER

Extra Fancy	85.00
Packed in 1 lb. carton $12.60 per dozen.	
Packed in 1/2 lb. bags, $7.00 per dozen.	
Ladino White Clover (certified)	85.00
New Zealand White Clover	90.00
in 1 lb. boxes	$13.56 Dozen
in 1/2 lb. bags	7.50 Dozen
Kent Wild White Clover	110.00

TIMOTHY

Fancy, purity 99.60%	13.50

REDTOP

Solid Seed, purity 92%	35.00
Solid Seed, purity 95%	37.00
Solid Seed, purity 98%	40.00

BLUE GRASS

Kentucky, fancy, purity 85%	43.00
in 1 lb. boxes	63.00
Kentucky, extra fancy, purity 90%	46.00
Kentucky, superfine, purity 98%	53.00
in 1 lb. boxes	73.00
Canada Blue, fancy	70.00
Merion Kentucky Blue 92%	115.00
Merion Kentucky Blue Tag	125.00
Delta Kentucky Blue	60.00
Arboretum Kentucky Blue	75.00
Newport Kentucky Blue	Ask
Parks Kentucky Blue	90.00

ROUGH BLUE GRASS

Poa Trivialis 90%	58.00

RYE GRASSES

Common Ryegrass	11.00
Italian Ryegrass (Domestic)	11.00
in 5 lb. bags	16.00
Perennial or English Rye Grass	15.00
in 5 lb. bags	20.00

BENT GRASSES

Astoria Colonial Bent Blue Tag	75.00
in 1 lb. boxes	95.00
Colonial Bent Blue Tag	75.00
Seaside Bent Blue Tag	110.00
in 1 lb. boxes	130.00
Highland Bent Blue Tag	40.00
Mixed Bent (South German)	125.00
Penncross Creeping Bent	750.00
Velvet Bent	Ask

RED AND TALL FESCUES

Chewing Fescue (Domestic)	28.00
in 1 lb. boxes	48.00
Creeping Red Fescue (Domestic)	30.00
Creeping Red Fescue (Imported)	27.00
Illahee Creeping Red Fescue B.T.	33.00
in 1 lb. boxes	53.00
Penn Lawn Fescue Blue Tag	35.00
in 1 lb. boxes	55.00
Alta Tall Fescue	24.00
Kentucky 31 Tall Fescue	19.00
Sheeps Fescue	55.00

HAY GRASSES

Meadow Fescue	29.00
Orchard Grass	30.00
Brome Grass (Lincoln)	22.00

MISCELLANEOUS

Dwarf Essex Rape	13.50
Sudan Grass (Piper)	14.00
Bermuda Grass	55.00
Bermuda Grass Hulled	80.00
Seed Buckwheat	8.50
Seed Rye	Ask
Hairy Vetch (Winter)	20.00
Zoysia Japonica	Ask

5 LB. POLYETHELENE BAGS

WE OFFER 2 MIXTURES FORMULATED AND PRICED TO HELP YOU MEET LOW PRICE COMPETITION

GREENVIEW

EMERALD ISLE

ATTRACTIVE COLORED BAGS
PRICES ON REQUEST

LAWN MIXTURES

Prepaid on 200 lbs. or over.

	Per 100 lbs.
Quick Result Mixture	
Composed of Quick Growing Grasses	
in bulk	18.00
in 5 lb. bags	22.00
Columbia Park	
in bulk	22.00
in 5 lb. bags	27.00
Yorkshire Park (Formerly "Gramercy Park") in bulk	30.00
Central Park Choice	
in bulk	40.00
in 5 lb. bags	45.00
Evergreen	
in bulk	45.00
Superior	
in bulk	57.00
Shady Spot	
fancy, in bulk	50.00
Athletic Mixture	45.00
Standard Long Island Mixture	
in bulk	40.00
in 5 lb. bags	45.00

GRASS MIXTURES

For Hay and Pasture	35.00

VAUGHAN'S WILD BIRD SEED

Contains All Bird Seeds—No Fillers or Screenings

A—Packed in 100 lb. bags	8.00
B—Packed in 100 lb. bags	8.50
(B includes 20 empty 5 lb. printed paper bags)	
C—Packed 20-5 lb. bags	10.00

When ordering Wild Bird Seed be sure to specify whether you desire A, B, or C method of packing.

SUNFLOWER

Sunflower, Small Black	12.50
Sunflower, Poultry (Grey Striped)	Ask
Sunflower, Parrot (Grey Striped)	Ask
Sunflower, Large (Grey Striped)	19.00

See Free Delivery Offer Above.

Vaughan's MASTER BLEND
Merion Formula

EXPERTS PICK MERION FOR LAWNS AND PLAY GROUNDS

Contains 4 latest grasses developed by scientists

- Grows greener . . . stays greener all summer
- Stands closer, less frequent mowing
- Produces thicker turf . . . spreads faster
- Crowds out crabgrass and other weeds better
- Resists leaf spot and other diseases
- Deeper, stronger roots resists drouth and heat . . . need less watering
- Broader, sturdier leaves withstand wear better than other luxury-look grasses
- 100% Perennial Grasses . . . 42% Merion Kentucky Blue Grass plus Delta Kentucky Blue Grass, Newport Kentucky Blue and Pennlawn Creeping Red Fescue.
- Costs less because it goes farther . . . sow 1 lb. per 750 sq. ft. . . . only 1/3 as much as standard blue grass mixtures.

MERION FORMULA—100% PERENNIAL GRASSES

Contains over 1,000,000 seeds of pure Merion strain of Kentucky Blue Grass, plus Delta and Newport Kentucky Blue Grass, plus Pennlawn Creeping Red Fescue and Red Top. Costs less because it goes farther. Sow 1 lb. to 500 to 750 square feet.

	Retail	Packed	Cost
1 lb. ctns.	$ 1.89	Case 25/1 lb.	$28.50
3 lb. ctns.	5.55	Case 16/3 lb.	53.28
5 lb. ctns.	9.00	Bale 10/5 lb.	54.50
10 lb. bag	17.50	Bale 2/10 lb.	21.40

	Retail	Packed	Cost
25 lb. bag	$ 42.50	Bag 1/25 lb.	$26.50
50 lb. bag	82.50	Bag 1/50 lb.	52.50
100 lb. bag	160.00	Bag 1/100 lb.	104.00

Broken Cases 5c per lb. higher

MERION STRAIGHT

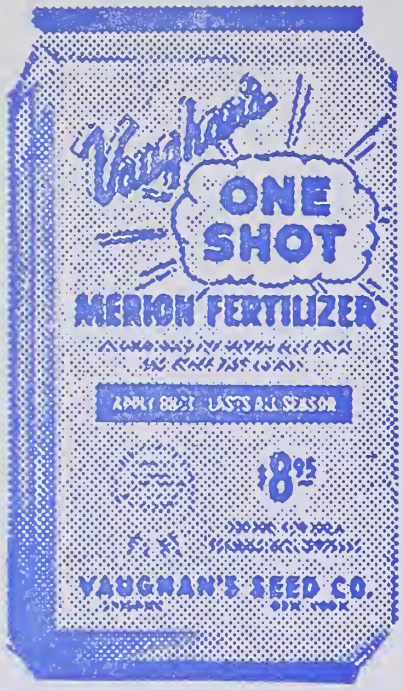
Economical — Sow 1 lb. to 500 to 750 square feet.

	Retail	Packed	Cost
1 lb. ctns.	$ 2.10	Case 25/1 lb.	$32.50
3 lb. ctns.	6.15	Case 16/3 lb.	60.00
5 lb. ctns.	10.00	Bale 10/5 lb.	61.00
10 lb. bag	19.50	Bale 2/10 lb.	24.00

	Retail	Packed	Cost
25 lb. bag	$ 47.50	Bag 1/25 lb.	$29.75
50 lb. bag	92.50	Bag 1/50 lb.	58.00
100 lb. bag	180.00	Bag 1/100 lb.	115.00

Broken Cases 5c per lb. higher

Above Delivered Free on 200 Lb. Shipments, Otherwise F.O.B. New York City.
See Free Delivery Offer On Front Page



Vaughan's ONE SHOT

MERION FERTILIZER

20 – 5 – 5

The revolutionary new fertilizer that supplies adequate amounts of plant food in the proper proportions. Full 20 units of nitrogen, from many sources including organics and urea formaldehyde compounds.

Research on the needs of grasses since World War II has shown that a really balanced grass turf fertilizer should contain about four times as much nitrogen as phosphorus and potash. Experts agree that a 4-1-1 ratio is about right for lawns that were formerly overfed with phosphorus and potash by the older formulas such as 5-10-5 or 4-12-4. With Vaughan's One Shot Merion Fertilizer you have quick and slow releasing forms of nitrogen thus giving you a fertilizer that will feed over the entire season.

A proven sales getter at full 40% mark up.

Size	Packed	Wt.	Cost	Retail
50 lbs.	12	610	$66.00	$8.95
25 lbs.	12	306	$36.50	$4.95

VAUGHAN'S TURF-LITE

THE MODERN LIGHT WEIGHT LAWN FOOD — IT'S TERRIFIC

Placed on the market experimentally last year . . . Vaughan's new low-priced — high-quality fertilizer was an immediate success. If you compare price and analysis of this high nitrogen 20-10-5 fertilizer with competitive brands you'll see why it became so popular. Full 40% discount, too! Recommend it for lawn feeding any time during growing season; 22-lb. bag feeds 5,000 sq. ft. for only $4.35.

Size	Shipping Unit	Wt.	Dealers Cost	Retail
5000 sq. ft.	20	465 lbs.	$53.00	$4.35

VAUGHAN'S NEW SPECIALTIES

VAUGHAN'S FEEDER WEEDER

NEW! VAUGHAN'S FEEDER WEEDER

Double-duty products offer twice as many sales opportunities . . . additional profits, too. That's why Vaughan's has added a new high nitrogen fertilizer-weed killer combination to their outstanding line of lawn products. Powerful 2, 4D and 20-10-5 fertilizer are applied with a spreader. One 20 lb. bag effectively feeds and weeds 5,000 square feet. Full 40% discount.

Size	Shipping Unit	Wt.	Cost	Retail
5,000 sq. ft.	20	420 lbs.	$63.00	$ 5.25

VAUGHAN'S LAWNOVATER

The perfect answer for reseeding bare spots in lawns. Increases grass germination 50% to 75%. Eliminates need for top soil . Just sow the seed — then roll Lawnovater over surface.

RETAIL EACH ..... $ 5.79
CASE OF 4 DEALER PRICE 13.90

VAUGHAN'S FORMULA Z TURF FUNGICIDE

TURF FUNGICIDE. This is a Broad Spectrum Lawn Turf Fungicide, which is recommended for controlling lawn diseases, such as brown patch, dollar spot, leaf blights, curvularia, etc. Contains Urea which stimulates new growth. 8 oz. treats 2000 to 4000 sq. ft.

Cat. No.	Size	Packed	Wt.	Dealers Cost	Retail
S-1340	8 oz.	12	12 lbs.	$25.20	$ 3.50
	5 lbs.	1	6 lbs.	14.85	14.75

VAUGHAN'S LAWN WEED KILLER

Of all the weed killing chemicals, the original discovery, 2-4-D is the most dependable. It does its work with rarely a failure, clearing your lawn of broad leaved weeds, and keeping your grounds free of almost all unwanted plant growths. VAUGHAN'S LAWN WEED KILLER contains 2-4-D plus 2-4-5-T, which makes it fatal to woody plants as well as weeds. Poison oak, poison ivy, cherry, honeysuckle and others are easily exterminated.

8-Oz. covers 1,500 sq. ft., retails at 90c.
carton of 24 ..... $12.96

Quarts covers 5,000 sq. ft., retails at $2.75,
cartons of 12 ..... $19.80

LIQUID SUPER (SODAR®) AMA

For Quick Kill Of Crab Grass

This high-power version of SODAR®, the crab grass killer, comes in liquid form and should be applied with a sprayer. You can see the crab grass plants lose color as it hits them, and complete destruction takes place in a matter of hours, not days. Full instructions come with it. It will quickly clear a heavily infested space where you may want to make a new lawn. 1 pint covers 1500 sq. ft.

Size	Packed	Wt.	Dealers Cost	Retail
1 pt.	12	20 lbs.	$12.89	$1.79
1 qt.	12	35 lbs.	21.24	2.95
Gal.	4	40 lbs.	23.40	9.75

VAUGHAN'S LAWN CLOVER KILLER

For those who object to clover's white blossoms, and susceptibility to disease. Contains 2, 4, 5T plus other ingredients to penetrate and kill tough stems of old clover. Will not harm grass when used as directed. 8 oz. covers 1,500 sq. ft. Now, Vaughan's Lawn Clover Killer can be recommended for the control of this pest, without injury to turf.

Size	Packed	Wt.	Dealers Cost	Retail
8 oz.	12	11 lbs.	$ 9.00	$1.25
Qts.	12	32 lbs.	21.46	2.98
Gals.	6	60 lbs.	27.90	7.75

VAUGHAN'S 74% CHLORDANE

Widely accepted for crabgrass prevention and for control of lawn insects such as ants, chiggers, white grubs, sod webworm, cutworms, wireworms, earwigs, slugs, root maggot and others in flower garden soil. Excellent termite control.

Cat No.	Size	Packed	Wt.	Dealers Cost	Retail
S1307	Pt.	12	25 lbs.	$25.13	$3.49
	Qt.	6	25 lbs.	19.05	5.29

VAUGHAN'S ROSE AND PLANT DUST OR SPRAY WITH PHALTAN

Protects plants from insects and diseases without diagnosing trouble. Contains new Phaltan for black spot on roses and other fungi and mites; Malathion, destroyer of aphids and other insects; 5% D.D.T. all around insecticide dust. Protects roses, evergreens, and other ornamental plants from any pest that threatens them. Use in garden dusters or sprayers. 8 oz. is a refillable pump gun.

Give this sure seller a prominent space and watch the sales go up.

Cat. No.	Size	Packed	Wt.	Dealers Cost	Retail
S1322	8 oz.	24	22 lbs.	$17.14	$1.19
	1 lb.	12	18 lbs.	10.73	1.49
	4 lb.	4	22 lbs.	10.78	4.49

VAUGHAN'S NEW ROSE FUNGICIDE

A highly effective fungicide in a newly designed package to stimulate impulse sales to rose lovers. A specific remedy for Rose Black Spot, Powdery Mildew and other plant diseases. Contains Phaltan 75W, a new and improved fungicide. 6 oz. makes up to 30 gallons diluted spray.

Cat No.	Size	Packed	Wt.	Dealers Cost	Retail
S1320	6 oz.	12	8 lbs.	$12.89	$1.79
	12 oz.	12	15 lbs.	23.69	3.29

NEW . . . VAUGHAN'S INSECT SPRAY

Made especially for the home gardener; usable inside and outside the home. Kills Aphids, Red Spider, Japanese Beetle, Lawn Webworms, Chiggers, Chinch Bugs, Mole Crickets, Thrips and other bothersome insects. Easy and economical to use. Contains Malathion of Premium grade to control odor, plus Lindane, DDT and Tedion. A Vaughan's product that answers many customer-requests. Pint makes up to 32 gallons spray, average dilution.

Cat No.	Size	Packed	Wt.	Dealers Cost	Retail
S1308	Pt.	12	25 lbs.	$20.80	$2.89
	Qt.	12	50 lbs.	35.85	4.98

VAUGHAN'S K.O. KNOCKS OUT BOTH CRABGRASS AND WEEDS

K.O. is the all-in-one crabgrass and weed killer that'll really sell when the first dandelions show their faces. Contains Sodar®, the proven post-emergent crabgrass killer, PLUS 2, 4D for sure destruction of broadleaf weeds. And this double-death-dealing product has a new triple sales appeal: three kinds to fit every application need.

DRY K.O. FOR SPREADING

Granulated to make it easy for your customers to spread certain death for crabgrass and weeds . . . over their entire lawn. 9 lbs. treats 2,500 sq. ft.

Size	Packed	Wt.	Dealers Cost	Retail
9 lbs.	4	38 lbs.	$ 9.48	$3.95
18 lbs.	10	190 lbs.	41.70	6.95

LIQUID K.O. FOR SPRAYING

The all-new liquid your customers just spray on to wilt away weeds and crabgrass. For tank or hose type sprayers. Pint treats 1,500 sq. ft.

Size	Packed	Wt.	Dealers Cost	Retail
Pint	12	20 lbs.	$16.92	$2.35
Quart	12	35 lbs.	28.44	3.95
Gal.	4	50 lbs.	31.06	12.95

K.O. FOR SPOT TREATMENT

Extra-easy-to-use and a new idea in lawn care. Now customers can just shake K.O. on for a lawn free of crabgrass and weeds. Package spot-treats the average home grounds.

Size	Packed	Wt.	Dealers Cost	Retail
4 lbs.	12	50 lbs.	$16.20	$2.25